

MC-101 Frequent Updates | Reliable MC-101 Test Notes



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Before we start develop a new MC-101 study materials, we will prepare a lot of materials. After all, we must ensure that all the questions and answers of the MC-101 study materials are completely correct. First of all, we have collected all relevant reference books. Most of the MC-101 Study Materials are written by the famous experts in the field. They are widely read and accepted by people. Through careful adaption and reorganization, all knowledge will be integrated in our MC-101 study materials.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Reporting and Analytics: This section of the exam measures skills of Marketing Specialists and highlights the use of reporting tools and analytics in Marketing Cloud Engagement. It includes identifying where to locate specific data, interpreting send results, and understanding the consequences of poor deliverability. The focus is on enabling candidates to analyze campaign performance and act on insights for optimization.
Topic 2	<ul style="list-style-type: none"> Email Sending and Journeys: This section of the exam measures skills of Marketing Specialists and emphasizes the configuration of journeys and email campaigns in Marketing Cloud Engagement. It ensures candidates can activate journeys, configure entry criteria, and manage email send wizard settings. It also covers differentiating between templates and content blocks, choosing the right journey functionality to meet business goals, and validating content rendering effectively.
Topic 3	<ul style="list-style-type: none"> Marketing Concepts: This section of the exam measures skills of Marketing Specialists and covers the foundations of marketing strategy and its alignment with overall business objectives. It includes knowledge of email opt-in processes, understanding of privacy laws across regions, and the ability to define goals and metrics for campaigns. Candidates are also expected to recognize how different types of content and messaging create impact in customer experience scenarios.
Topic 4	<ul style="list-style-type: none"> Marketing Cloud Engagement Basics: This section of the exam measures skills of CRM Administrators and focuses on the fundamental features of Marketing Cloud Engagement. It evaluates the ability to set up account structures for different regions or business units, apply core platform features, and locate Salesforce resources for training and support. Candidates must also distinguish between identifiers such as subscriber keys, contact keys, and contact IDs, along with configuring Cloudpage form submissions when required.
Topic 5	<ul style="list-style-type: none"> Data Management: This section of the exam measures skills of CRM Administrators and covers essential aspects of managing data in Marketing Cloud Engagement. It includes understanding import mechanisms, configuring data extension settings, and interpreting data extensions to target the right audience. Candidates are expected to recommend suitable ways to manage and organize data effectively for campaign success.

MC-101 Frequent Updates - 100% Pass MC-101: Salesforce Certified Marketing Cloud Engagement Foundations First-grade Reliable Test Notes

To maintain relevancy and top standard of Salesforce MC-101 exam questions, the TrainingDump has hired a team of experienced and qualified Salesforce MC-101 exam trainers. They work together and check every MC-101 exam practice test question thoroughly and ensure the top standard of MC-101 Exam Questions all the time. So you do not need to worry about the relevancy and top standard of Salesforce MC-101 exam practice test questions.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q84-Q89):

NEW QUESTION # 84

Northern Trail Outfitters (NTO) wants more insight into website traffic and behavior generated from promotional email campaigns. Which type of tracking should the associate add to links in emails to better understand NTO's site traffic?

- A. Link Alias
- B. Behavioral Triggers
- C. UTM Parameters

Answer: C

Explanation:

UTM Parameters are tags added to URLs in emails to track site traffic originating from specific campaigns.

These parameters provide insights into website traffic, user behavior, and the effectiveness of promotional email campaigns by tracking data within Google Analytics or similar platforms.

* Benefits of UTM Parameters: They offer detailed information on traffic sources, helping NTO understand which campaigns drive website visits and conversions.

* Salesforce Documentation Reference: For more on tracking with UTM Parameters, see Using UTM Parameters in Marketing Cloud.

NEW QUESTION # 85

DreamHouse Realty just finished an open house and has acquired prospective contact information via a physical signup sheet. What is the best practice when this contact data is collected and entered?

- A. Add collected contacts to a double opt-in campaign.
- B. Add collected contacts to customer database.
- C. Add collected contacts to an onboarding journey.

Answer: A

Explanation:

The best practice when acquiring new contacts via a physical signup is to confirm their interest and consent through a double opt-in process. This helps ensure compliance with data privacy regulations, confirming that the contacts genuinely wish to receive communications. A double opt-in involves sending a confirmation email with an action step (usually clicking a link) to verify the contact's email address and consent.

* Why Double Opt-In is Important: It improves list quality by verifying that each email is accurate and that the individual is interested in receiving communications. This practice reduces unsubscribe rates and potential spam complaints.

* Salesforce Documentation Reference: See Salesforce's recommendations on Opt-In Best Practices for more details on using double opt-in to ensure compliance and engagement.

NEW QUESTION # 86

The marketing team at Cloud Kicks notices that several hard bounces have occurred in their last email send.

What is causing the email to hard bounce?

- A. The recipient's mailbox is temporarily unavailable.
- **B. The email address is invalid.**
- C. The subscriber's mailbox is full.

Answer: B

Explanation:

A hard bounce in email marketing typically occurs when an email is permanently rejected by the recipient's email server due to the recipient's email address being invalid. This can happen for various reasons, such as the email account being deleted, the domain no longer existing, or a typo in the email address.

Hard bounces are a critical metric in email marketing as they directly impact deliverability rates and sender reputation. It's essential for marketing teams to monitor hard bounce rates and take proactive measures to clean their email lists regularly to maintain high deliverability and engagement rates.

References: Salesforce Marketing Cloud documentation on email deliverability provides insights into understanding and managing hard bounces, including best practices for maintaining a healthy email list and ensuring high-quality data management.

NEW QUESTION # 87

The marketing team at Cloud Kicks wants to ensure its landing page's branding is consistent with its site, including options to update profile information and unsubscribe from specific lists.

Which asset should the associate create for this experience?

- A. Dynamic Content
- B. Account-Level Footers
- **C. Custom Preference Center**

Answer: C

Explanation:

A Custom Preference Center allows Cloud Kicks to create a branded landing page that lets subscribers manage their preferences, update profile information, and unsubscribe from specific lists. This helps maintain brand consistency and improves user experience by providing control over email preferences.

* Why a Custom Preference Center: It offers flexibility in design and functionality, ensuring a cohesive brand experience that aligns with Cloud Kicks' existing website branding.

* Salesforce Documentation Reference: For more information, refer to Creating a Custom Preference Center.

NEW QUESTION # 88

Sending unsolicited emails puts brands and companies at risk. Repeated offenses lead to complaints and Internet Service Providers (ISPs) blocking emails.

Which of the following is considered best practice regarding unsolicited emails?

- A. Ensure transactional message subject lines are promotional.
- B. Make sure that subject lines are ambiguous and general.
- **C. Capture explicit consent from users.**

Answer: C

Explanation:

In the context of sending unsolicited emails, best practices dictate the importance of capturing explicit consent from users. This means that individuals should knowingly and willingly agree to receive emails from a brand or company, typically through an opt-in mechanism. Explicit consent ensures that recipients are interested in the content being sent to them, which significantly reduces the likelihood of complaints and the risk of emails being blocked by Internet Service Providers (ISPs).

Obtaining explicit consent is not only a best practice but also a requirement under various data protection and privacy laws, such as GDPR in Europe. These regulations mandate clear and affirmative consent for receiving marketing communications, thereby protecting users from unsolicited emails and enhancing the integrity of email marketing practices.

References: Best practices and regulatory compliance guidelines, such as those outlined in GDPR and other email marketing regulations, emphasize the importance of explicit consent in building a healthy email list and maintaining positive engagement with recipients.

